



**APRIL 21, 2009**

**AGENDA**  
**FREMONT REDEVELOPMENT AGENCY WORK SESSION**

**CITY COUNCIL CHAMBERS**  
**3300 CAPITOL AVENUE, FREMONT**

**5:30 P.M. (Please Note Time Change)**

**1. PRELIMINARY**

- 1.1 Call to Order
- 1.2 Salute to the Flag
- 1.3 Roll Call
- 1.4 Announcements by Mayor / City Manager

**2. ORAL COMMUNICATIONS**

[Any person desiring to speak on a matter which is not scheduled on this agenda may do so. The California Government Code prohibits the Redevelopment Agency from taking any immediate action on an item which does not appear on the agenda, unless the item meets stringent statutory requirements. The Chair will limit the length of presentations (see instructions on speaker card) and each speaker may only speak once on each agenda item.]

*Times Are  
Approximate*

**3. PERFORMING ARTS CENTER STUDY AND  
RECOMMENDATIONS**

*5:30-6:45 p.m.*

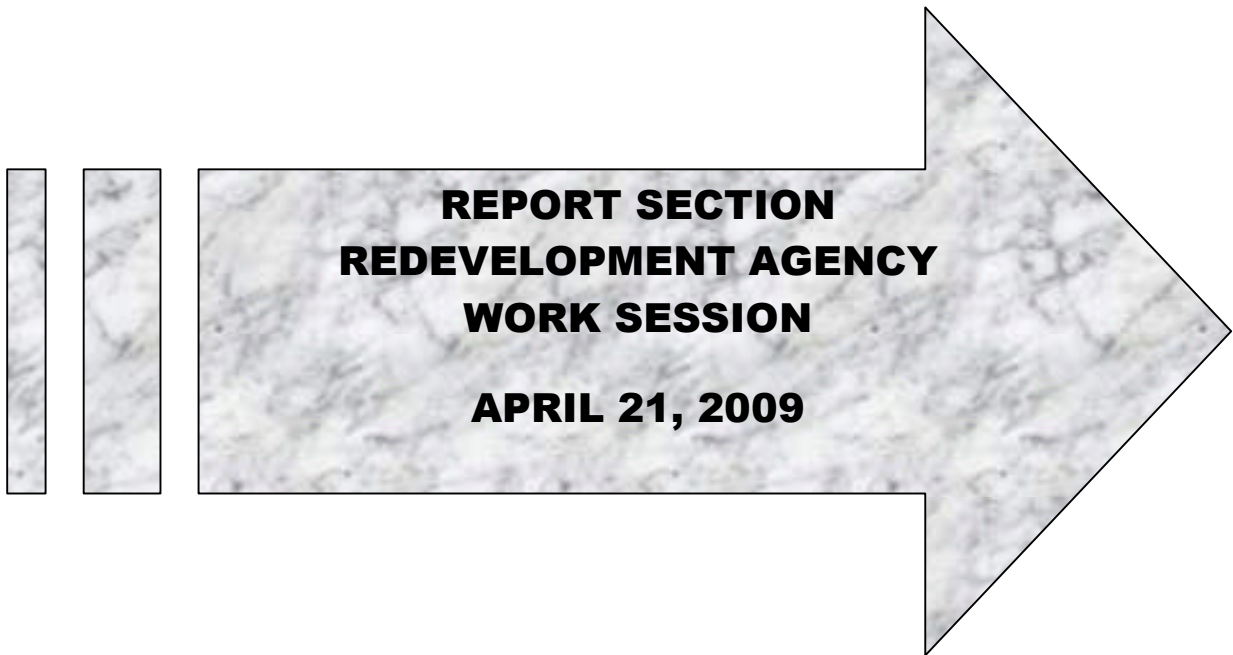
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*Public Comment*

**4. ADJOURNMENT**



**REPORT SECTION  
REDEVELOPMENT AGENCY  
WORK SESSION**

**APRIL 21, 2009**

### 3. PERFORMING ARTS CENTER STUDY AND RECOMMENDATIONS

**Contact Person:**

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**PURPOSE OF THE WORK SESSION:** To provide an overview of the Performing Arts Center Study conducted by AMS Planning and Research and receive input from the Agency Board on recommendations from AMS on a performing arts theater, the Center Theater, and the reuse of the former Fire Station #6 in Centerville.

**POLICY ISSUES/ANALYSIS:** The future use of the Center Theater, located at 37411 Fremont Boulevard in the Centerville Redevelopment Area, has been considered a key to the revitalization of the commercial core in Centerville. The City has been working with the Center Theater Preservation Group (CTPG) to develop a business plan to move the project forward. In June 2007, the City's Redevelopment Agency Board authorized staff to:

- a) Enter into a contract with VenueTech Management Group, Inc., on behalf of the CTPG, to develop and begin to implement a work plan with deliverables to further the Center Theater Project, and
- b) Conduct a feasibility study of current performing arts venues and the Center Theater's context among those venues.

To date, progress has been made on all of the deliverables, but not all have been completed. One of these tasks was an update of the previous 2003 business plan prepared by VenueTech. However, VenueTech and the CTPG almost immediately identified a new concept for the Center Theater, and developed a business plan based on this new concept. The concept, the Center for Investment in the Arts, combines a performing arts venue with a cultural arts resource center for fledgling arts groups.

AMS Planning and Research was hired to undertake the feasibility study in November 2008. The scope of work included an assessment of the market and demand for a regional performing arts theater in Fremont and how the Center Theater might fit in this context. Subsequently, the scope of work with AMS was expanded to include a review of the Center Theater proposal for a "Center for Investment in the Arts," and an analysis of possible future uses for the newly-vacant former Fire Station #6 in Centerville. AMS's tasks included:

1. Assess market potential and competitive facilities within the local Fremont area, along with regional market areas;
2. Identify the needs of local arts organizations and other potential users, and interest from the prospective local market and performing arts groups;
3. Define facility needs and appropriate programming for the projected market.

The presentation during the Work Session will include the results of their analysis.

**REQUESTED OUTCOME OF THE WORK SESSION:**

1. Hear the presentation from AMS;
2. Provide input to AMS and staff on the performing arts analysis so that a final report from AMS can be completed in May;
3. Provide input on continued discussions with interested parties, including the Center Theater Preservation Group, regarding future plans for a performing arts theater, for the Center Theater, and for the reuse of former Fire Station 6 in Centerville.

**ENCLOSURE:** None